

**ACTION MINUTES  
LYNNWOOD TOURISM ADVISORY COMMITTEE  
Annex Conference Room  
November 8, 2012  
7:45 AM**

**10. Call to Order**

Chairperson Smith called the meeting to order at 8:05 a.m.

**20. Roll Call**

**Committee Members present:**

Chairperson Smith  
Committee Member Walker  
Committee member Horrigan  
Committee Member Spain

**Staff:**

Mary Monroe, Tourism Manager  
David Kleitsch, Economic Development Director

**Committee Members absent:**

Committee Member Dull  
Committee Member Klein  
Committee Member Muller

**30. Approval of Minutes**

**30.1** Minutes of June 14, 2012: Committee Member Spain moved to approve the minutes of June 14, 2012. Committee Member Walker seconded the motion. The motion passed unanimously

**40. Written Communications**

None

**50. Public Comments**

None.

**60. Reports from Committee Members**

**60.1** Committee Member Spain announced the Snohomish County Tourism Bureau has a new group sales manager, Anne Clark, and that Ms. Clark is making good progress in her marketing efforts. Ms. Spain also announced that they were putting the finishing touches on the Snohomish County branding concepts and that work was continuing on the new web site wireframe. Once the branding visuals are finalized, the graphics for the web site will be developed. The 2013 SCTB budget will hopefully be approved at the November 9, 2012 meeting. Ms. Spain also informed the committee that her sales staff has been busy traveling; in particular the sports sales staff

had completed 4 trade missions recently. SCTB has published a new hiking guide and the Fall/Winter 2012 Visitor Guide is being distributed by Certified Folders. The Bureau is also updating the Farm Trail Guide, which will become a cyber-tour. There are now two hotel front staff training programs available designed to increase awareness of Snohomish County attractions. To date, one FAM tour for hotel front staff has taken place and was very successful.

## **70. Resolutions and Action Items**

None

## **80. Staff Reports**

### **80.1 Smith Travel Report Change in Reporting Status**

Tourism Manager Monroe outlined the current reporting status of Smith Travel Reports. The State contract with Smith Travel was not renewed and a new contract with Washington State Destination Marketing Organization does not allow the lodging statistics to be shared; only general trends for Snohomish County will be available. Lynnwood subscribes to a bi-annual report for Lynnwood and Snohomish County excluding Lynnwood. The committee discussed adding King and Snohomish County to the report and/or increasing the frequency of Lynnwood reporting. The TAC decided to continue with the biannual report “as is” but to review the need for more detailed reporting in the future.

### **80.2 Tourism Program Update**

Tourism Manager Monroe provided an overview of the status of the FY2011-2012 tourism work program. She reported the program was nearly complete and that advertising expenditures were \$38,666 less than budget. She also reported that through September, the tourism budget was at 71% of budget. TAC discussed the reasons for the savings, including the city-wide spending freeze and the vacant administrative assistant position. Director Kleitsch informed TAC that a decision package to fill the administrative assistant position had been submitted in the FY2013-2014 budget.

### **80.3 Director’s Report**

Director Kleitsch reviewed tourism metrics for Snohomish County, pointing out that Snohomish County occupancy RevPar and ADR were up. He reported on the status of Lynnwood lodging tax revenues, which are better than FY2009-2010 due to a robust 2011.

Committee Members Walker and Horrigan discussed the impact of the Boeing travel policy on occupancy, indicating it had resulted in tighter control by Boeing Corporate and fewer long term bookings for their properties.

Director Kleitsch commented on the importance of shopping to Lynnwood and made the committee aware Staff was looking into ways to create an

“Alderwood Shopping District” to increase awareness of shopping opportunities in Lynnwood.

**90. General Discussion**

Committee Member Walker commented that the Tourism Promotion Area (TPA) Board had not received any applications from Lynnwood for funding. In the following discussion, the Lynnwood Multi-Cultural Fair, the Convention Center and Meadowdale playfields were cited as possible recipients for TPA funds.

**100. Adjournment**

The meeting was adjourned at 8:55 AM

**Next Meeting**

The next TAC meeting was scheduled for December 13, 2012. TAC/LTAC agreed to cancel the December meeting and schedule the next meeting for January 10, 2013.